ARTS ADMINISTRATION, B.A.

Begin Campus: Any Penn State Campus
End Campus: Lehigh Valley

Degree Requirements

For the Bachelor of Arts degree in Arts Administration, the Marketing Option requires a minimum of 124 credits and the Digital Media Option requires a minimum of 126 credits:

<table>
<thead>
<tr>
<th>Requirement</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>General Education</td>
<td>45</td>
</tr>
<tr>
<td>Bachelor of Arts Degree Requirements</td>
<td>24</td>
</tr>
<tr>
<td>Requirements for the Major</td>
<td>72-73</td>
</tr>
</tbody>
</table>

15-18 of the 45 credits for General Education are included in the Requirements for the Major. This includes 6 credits of GA courses; 3-6 credits of GQ courses; 3 credits of GS courses; 3 credits of GWS courses.

3 of the 24 credits for Bachelor of Arts Degree Requirements are included in the Requirements for the Major, General Education, or Electives and 0-12 credits are included in Electives if foreign language proficiency is demonstrated by examination.

Per Senate Policy 83.80.5, the college dean or campus chancellor and program faculty may require up to 24 credits of coursework in the major to be taken at the location or in the college or program where the degree is earned.

Requirements for the Major

Each student must earn at least a grade of C in each 300- and 400-level course in the major field.

To graduate, a student enrolled in the major must earn a grade of C or better in each course designated by the major as a C-required course, as specified by Senate Policy 82-44 (http://senate.psu.edu/policies-and-rules-for-undergraduate-students/82-00-and-83-00-degree-requirements/#82-44).

Common Requirements for the Major (All Options)

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>Prescribed Courses</td>
<td></td>
<td></td>
</tr>
<tr>
<td>ACCTG 211</td>
<td>Financial and Managerial Accounting for Decision Making</td>
<td>4</td>
</tr>
<tr>
<td>BA 241</td>
<td>Legal Environment of Business</td>
<td>2</td>
</tr>
<tr>
<td>ECON 102</td>
<td>Introductory Microeconomic Analysis and Policy</td>
<td>3</td>
</tr>
<tr>
<td>ENGL 202D</td>
<td>Effective Writing: Business Writing</td>
<td>3</td>
</tr>
<tr>
<td>MIS 204</td>
<td>Introduction to Management Information Systems</td>
<td>3</td>
</tr>
</tbody>
</table>

Prescribed Courses: Require a grade of C or better

ARTSA 301 | Introduction to Arts Administration | 3
ARTSA 402W | Strategic Management and Planning for the Arts | 3
ARTSA 403 | Fundraising and Grant Writing | 3
ARTSA 404 | Event Planning Practicum | 3
COMM 370 | Public Relations | 3
MKTG 301 | Principles of Marketing | 3
MUSIC 5 | An Introduction to Western Music | 3
THEA 105 | Introduction to Theatre | 3

Additional Courses

MATH 21 or higher | 3
Additional Courses: Require a grade of C or better

ARTH 111 | Ancient to Medieval Art | 3
or ARTH 112 | Renaissance to Modern Art |
ARTSA 401 | Arts Event Planning and Project Management | 3
or COMM 472 | Public Relations Event Planning |
ARTSA 495A | 2

Requirements for the Option

Select an option | 21-22

1 A grade of C or better per course is required for teacher certification.
2 Students desiring to take an internship for ARTSA credit must have a GPA of 3.00. Students with lower than a 3.00 GPA: 1) request an exemption by providing letters of recommendation for the internship form 2 members of the ARTSA faculty; or 2) enroll in an additional COMM or MKTG course at the 400 level to develop option-specific competencies instead of taking ARTSA 495A.

Requirements for the Option

Digital Media Option (21 credits)

Available at the following campuses: Lehigh Valley

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</tr>
</thead>
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<tr>
<td>Prescribed Courses</td>
<td></td>
<td></td>
</tr>
<tr>
<td>COMM 320</td>
<td>Introduction to Advertising</td>
<td>3</td>
</tr>
<tr>
<td>COMM 441</td>
<td>Advanced Graphic Design for Communications</td>
<td>3</td>
</tr>
<tr>
<td>ENGL 420</td>
<td>Writing for the Web</td>
<td>3</td>
</tr>
</tbody>
</table>

Additional Courses

COMM 270 | Introduction to Multimedia Production | 3
or GD 100 | Introduction to Graphic Design |
Select 3 credits of the following: | 3

ARTH 111 | Ancient to Medieval Art |
ARTH 112 | Renaissance to Modern Art |
MUSIC 8 | Rudiments of Music |
THEA 102 | Fundamentals of Acting |

Supporting Courses and Related Areas

Select 6 credits from program approved list in Music, Theatre or Visual Arts in consultation with adviser and according to student interest | 6

1 ARTH 111 and COMM 270 require a grade of C or better. ARTH 112, MUSIC 8, THEA 102, COMM 270, and GD 100 require a grade of C or better per course for teacher certification.

Marketing Option (22 credits)

Available at the following campuses: None

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<tr>
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</tr>
</thead>
<tbody>
<tr>
<td>Prescribed Courses</td>
<td></td>
<td></td>
</tr>
<tr>
<td>MKTG 342</td>
<td>Marketing Research</td>
<td>3</td>
</tr>
</tbody>
</table>

Additional Courses

Select 3 credits of the following: | 3

ARTH 111 | Ancient to Medieval Art |
ARTh 112  Renaissance to Modern Art  
MUSIc 8  Rudiments of Music  
THEA 102  Fundamentals of Acting  

**Additional Courses: Require a grade of C or better**  

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
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</tr>
</thead>
<tbody>
<tr>
<td>MKTG 344</td>
<td>Consumer Behavior</td>
<td>3</td>
</tr>
<tr>
<td>or MKTG 330</td>
<td>Consumer Behavior</td>
<td></td>
</tr>
<tr>
<td>SCM 200</td>
<td>Introduction to Statistics for Business</td>
<td>4</td>
</tr>
<tr>
<td>or STAT 200</td>
<td>Elementary Statistics</td>
<td></td>
</tr>
</tbody>
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**Supporting Courses and Related Areas**  

Select 6 credits from program approved list in Music, Theatre or Visual Arts in consultation with adviser and according to student interest  

**Supporting Courses and Related Areas: Require a grade of C or better**  

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<td>ARTh 112</td>
<td>Renaissance to Modern Art</td>
<td>3</td>
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</tbody>
</table>

1 ARTh 111, ARTh 112, MUSIc 8, and THEA 102 require a grade of C or better per course for teacher certification.

**General Education**  

Connecting career and curiosity, the General Education curriculum provides the opportunity for students to acquire transferable skills necessary to be successful in the future and to thrive while living in interconnected contexts. General Education aids students in developing intellectual curiosity, a strengthened ability to think, and a deeper sense of aesthetic appreciation. These are requirements for all baccalaureate students and are often partially incorporated into the requirements of a program. For additional information, see the General Education Requirements (https://bulletins.psu.edu/undergraduate/general-education/baccalaureate-degree-general-education-program/) section of the Bulletin and consult your academic adviser.

The keystone symbol appears next to the title of any course that is designated as a General Education course. Program requirements may also satisfy General Education requirements and vary for each program.

**Foundations (grade of C or better is required.)**  

- Quantification (GQ): 6 credits
- Writing and Speaking (GWS): 9 credits

**Knowledge Domains**  

- Arts (GA): 6 credits
- Health and Wellness (GHW): 3 credits
- Humanities (GH): 6 credits
- Social and Behavioral Sciences (GS): 6 credits
- Natural Sciences (GN): 9 credits

**Integrative Studies (may also complete a Knowledge Domain requirement)**  

- Inter-Domain or Approved Linked Courses: 6 credits

**University Degree Requirements**  

**First Year Engagement**  

All students enrolled in a college or the Division of Undergraduate Studies at University Park, and the World Campus are required to take 1 to 3 credits of the First-Year Seminar, as specified by their college First-Year Engagement Plan.

Other Penn State colleges and campuses may require the First-Year Seminar; colleges and campuses that do not require a First-Year Seminar provide students with a first-year engagement experience.

First-year baccalaureate students entering Penn State should consult their academic adviser for these requirements.

**Cultures Requirement**  

6 credits are required and may satisfy other requirements  

- United States Cultures: 3 credits  
- International Cultures: 3 credits

**Writing Across the Curriculum**  

3 credits required from the college of graduation and likely prescribed as part of major requirements.

**Total Minimum Credits**  

A minimum of 120 degree credits must be earned for a baccalaureate degree. The requirements for some programs may exceed 120 credits. Students should consult with their college or department adviser for information on specific credit requirements.

**Quality of Work**  

Candidates must complete the degree requirements for their major and earn at least a 2.00 grade-point average for all courses completed within their degree program.

**Limitations on Source and Time for Credit Acquisition**  

The college dean or campus chancellor and program faculty may require up to 24 credits of course work in the major to be taken at the location or in the college or program where the degree is earned. Credit used toward degree programs may need to be earned from a particular source or within time constraints (see Senate Policy 83-80 (http://senate.psu.edu/policies-and-rules-for-undergraduate-students/82-00-and-83-00-degree-requirements/#83-80)). For more information, check the Suggested Academic Plan for your intended program.

**B.A. Degree Requirements**  

**Foreign Language (0-12 credits):** Student must attain 12th credit level of proficiency in one foreign language. See the Placement Policy for Penn State Foreign Language Courses (https://bulletins.psu.edu/undergraduate/general-information/academic-information/advising-planning-degree-program/course-placements/placement-policy-world-language-courses/).

**B.A. Fields (9 credits):** Humanities, Social and Behavioral Sciences, Arts, Foreign Languages, Natural Sciences, Quantification (may not be taken in the area of the student’s primary major; foreign language credits in this category must be in a second foreign language or beyond the 12th credit level of proficiency in the first language)

**Other Cultures (0-3 credits):** Select 3 credits from approved list. Students may count courses in this category in order to meet other major, minor, elective, or General Education requirements, except for the General Education US/IL requirement.